HANDLOOM EXPORT

Newsletter of Handloom Export Promotion Council
February 2018 Vol.L No.11

Published by Head Office:
THE HANDLOOM EXPORT PROMOTION COUNCIL
(under the aegis of Development Commissioner for Handlooms, Ministry of Textiles, Government of India),
No. 34, Cathedral Garden Road, Nungambakkam,
Chennai - 600 034, India.
Tel: +91-44-28278879/28276043
Fax: +91-44-28271761
e-mail: hepc@hepcindia.com
Website: www.hepcindia.com
Ministry of Textiles website: www.ministryoftextiles.gov.in

Regional Office:
THE HANDLOOM EXPORT PROMOTION COUNCIL,
1004, 10th Floor, Padma Tower - 1
No.5, Rajendra Place,
New Delhi - 110 008.
Tel: +91-11-25826965; Fax: +91-11-25826966
e-mail: hepcrond@hepcindia.com

Printer:
M/s. R.K.Offset Printers
No. 230, Dr. Besent Road, Royapettah,
Chennai - 600 014.

IN THIS ISSUE

1. **Chairman's Column** 2
2. **Hometextile market Survey** 3
3. **Report** 13
   Visit of Chairman to Sweden & Denmark
4. **Report** 14
   WHO's NEXT FAIR
5. **Report** 17
   Pure London 2018

Dear Members,

In terms of handloom exports, I am very happy to share with you the fact that in spite of all the setbacks industry is facing, the handloom exports registered a positive growth during April- December 2017. As per the data source DGCI&S, the handloom exports have shown a positive growth trend of around 5% for the said period in USD terms. This is highly motivating for all of the export community and this has been achieved with the hard work and great support of all our member exporters. I request all our members to continue their efforts for further acceleration of the export figures and also let us know your suggestions/ views for augmenting the handloom exports

On the sidelines of my visit to Heimtextil,Germany, I had visited two important handloom export markets; Sweden and Denmark. The main purpose of my visit was to discuss with the Indian Embassy regarding visit of Trade Delegation to these countries. I wish to extend my deep gratitude to Ms. Monika Kapil Mohta, Ambassador, Embassy of India at Sweden and Shri. Ajit Gupte, Ambassador, Embassy of India, Denmark for extending a warm welcome and support for Council's requests and activities in these markets. The detailed report of the visits is being published in this newsletter. I sincerely hope these efforts shall be fruitful for the member exporters to increase their business volumes to both these countries.

During its 26th meeting of GST Council held on March 10, 2018, it was decided to extend the existing system of filing GST returns for another three months. Further, tax exemptions for exporters has been extended by six months and the dates for roll out of e-way bill have also been deferred. Council is aware of the issues/problems faced by the exporters majorly the IGST refund delay and other GST issues. CBEC also has been asked to expedite the refund process. We have represented these issues to Ministry on timely basis and are expecting favourable decisions on the same. We are hopeful that Government will consider the distress faced by the exporters and take immediate measures to curb the imbalance in the export sector because of GST issues majorly the delay in getting the refund of IGST

With warm regards,

V.Kumar,
Chairman

HOME TEXTILE MARKET SURVEY

Chile

This market survey aims to provide relevant information onthe home textile market in Chile so that Indian exporters may get a deep understanding of it and may also develop and execute a successful market entry into Chile.

The survey includes quantitative information such as market size, import and export statistics, sales by distribution channel and type of product, among other data. It also contains qualitative information about companies, products, consumer profile, entry requirements, etc.

1.Market Overview

1.1 Market Size

Until the 70´s, Chilean textile industry used to be very important in the internal market. In 1965, the textile sector represented almost 18% of total GDP, fulfilling about 97% of total internal demand. Textile industry used to manufacture high quality products (mainly of wool, linen and cotton), but was not efficient in terms of costs.

In the 80´s, Chile started aunilateral opening process to foreign trade, decreasing dramatically duty taxes and simplifying import procedures. In the following decade, this process was reinforced with the signing of commercial agreements with several countries reducing even more duty taxes. The subsequent massive entry of textiles and textile products (mainly from Asia) caused the closure of most of local textile and garment producers, which could not compete with the low cost of imported products. Currently, the Chilean textile sector (including textiles products and garment) represent almost 2.5% of total GDP.

According to the Chilean Tax Agency ("Servicio de Impuestos Internos" or its acronym SII), in 2015 there were 2.786 companies dedicated to manufacture textile products (except garment). Their total sales in 2015 were about 18.091.690 U.F.[1] (equivalent to US$ 773 million). See chart below.

Textile product: number of companies and sales: 2011-2015[2]

	2011	2012	2013	2014	2015
Number of companies	2,511	2,668	2,827	3,005	2,786
Total sales (in M US$ million)	749,512	816,929	786,766	793,952	772.877

Source: Chilean Tax Agency (Servicio de Impuestos Internos)

According to sector actors, almost 80% of home textile products are imported (mainly from Asia). There is a tiny local industry composed mainly by small and medium size companies that manufacture mainly premium products (i.e. bed sheets, bed spreads, tablecloths, etc.), tailored-made products (i.e. curtains) and hospital linen.

1.2 Consumers and trends

During the last decade and in line with the increase of the disposable income per capita, Chilean consumer has become more willing to buy products to improve and embellish their households.

The easier access to mortgage loans, as well as the government home subsidies to low-and-medium-income families, have enabled a raising number of families to have an own home. For Chileans, the house ownership is a matter of pride and personal fulfilment and they are willing to pay for products that make their houses more beautiful and comfortable for their families and visitors. Home textile products are an important part of this process, because they generally do not require a major investment (such as furniture or house appliances), but generate a visible improvement in aesthetics and comfort.

[1]The Unidad de Fomento (U.F.) is a unit of account commonly used in Chile, fixed on a daily basis and adjusted for inflation.
[2]SII statistics show the number of registered companies under each economic sector. Nevertheless, it is possible that not all of them are actually active and operating.

Currently in the market, there is a wide variety of home textile products of different qualities and prices, making them accessible to a large range of consumers.

In the past, children used to stay at their family household until they got married. In recent years, young people use to leave earlier and rent an apartment, generally when they finish their careers and/or start working and are able to finance their expenses. In this context the number of one-person households have increased in recent years (from 11.6% of total in 2002 to 14% in 2012), as well as the offer of small apartments, boosting the demand for home textile products, furniture, decoration articles and house appliances.

The moving to another home is also an occasion when Chileans usually renovate their home textiles, especially curtains. In past years, the majority of curtains were tailor-made, that is, cut and sewn under measure by local companies. In recent years, retailers – especially home improvement stores – started to sell readymade curtains in different colours and measures. Customers are more and more choosing this alternative, as they can get their curtains immediately and at a much lower price than custom-made ones.

In recent years, the customization of home textiles according to their final user is increasing. Consumers are willing to pay, for instance, for bed sheets with children's motifs for their kids or for towels printed with their preferred football team's logo. They are also more willing to buy home textile products for special occasions, such as tablecloths, napkins and placemats with Christmas or Easter designs.

Despite the above, most consumers still prefer more conservative designs for home textiles, like bed sheets, curtains and towels, choosing mainly spot colours or discreet designs, matching with different decoration styles. In the case of bed spreads and cushions, Chileans are more innovative and are more willing to introduce colourful prints, embroidering, combinations of different fabrics, etc.

The "fast fashion" concept (mainly associated to the garment and shoe segment) is well installed in Chile and has also extended to home textiles. More and more, consumers (especially low and medium income) prefer to buy low-cost home textile products more often, instead of investing in high quality ones, but more expensive. These consumers appreciate to be able to constantly renovate their home textiles (changing colours, textures and designs), even if their quality is poorest and their lifetime shorter.Also, families with small children usually prefer to invest in low-cost home textiles (i.e. bed sheets and towels), given the heavy usage and frequent washing under which they will be subject.

Nevertheless, there is still a group of consumers that are willing to pay more for superior quality and exclusive products, as well as for handmade products, instead of machine-manufactured ones. Home textiles manufactured of cotton are very appreciated especially for summer time, because of their moisture absorption, breathability, comfort and aesthetic attributes.

There is also a growing but still small group of consumers (especially young people) concerned about the quantity of water and pesticides used in cotton production and processing. They prefer to buy home textiles and garment produced of other type of fibres or of organic cotton.

The number of working women in Chile is increasing fast and, therefore, they have less time and willingness for house shores. There is a growing demand toward products home textiles with superior features, such as stain repellent, quick drying or wrinkle free. Also and related to bed linen, an increasing number of consumers prefer to use duvets with washable covers, instead of the traditional bed sheets and blankets, given they facilitate to make the beds. In addition, several consumers are currently using microfiber towels instead of traditional cotton ones, because they dry more fast, especially in winter.

1.3 Prospects

Sector actors believe that the home textile sector will remain flat or have a moderate increase during next year, given the slowdown Chile is facing in its economic growth.

Besides, the home textile sector is reaching a relative maturity, and therefore no dramatic growth is set to appear. Sales will continue to be mainly driven by low-cost and massive products.

Nevertheless, it is worth mention that the hotel linen segment (mainly bed sheets, pillow cases and towels) is expected to grow, given the current boom of the hotel industry. In October 2015, there were 16 hotels in construction in Santiago and 13 in regions, representing an increase in the number of rooms, from 9.551 in 2015 to 11.124 in 2016. The estimated number of rooms 11.587 in 2017. Moreover, it is expected that within the next 3 years, at least 17 new hotels will be built in Santiago, representing 2.700 new rooms.

Also, the medical linen demand (hospital bed sheets and pillow cases) is expected to grow within next years, given government program intended to build or renovate 61 hospitals and 322 primary care centres. Even if construction deadlines will almost for sure not be met - given the current status of projects- new hospital plans will remain in the pipeline to be constructed in a near future, and therefore, will demand new medical supplies, like linen.

2.Imports and Exports

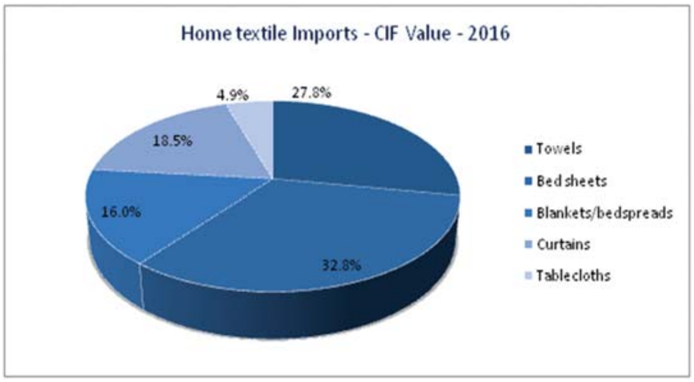
Import and export statistics contained in this section correspond to the following products, with the respective Harmonized System (HS) code under which they are classified in Chile[3]:

HS Chapter/code	Description
	Bed sheets
63.02.21.10	Bed sheets and pillowcases (cotton)
63.02.22.10	Bed sheets and pillowcases (synthetic fibres)
63.02.32.10	Other (synthetic fibres)
	Tablecloths (including placemats, napkins, table runners, etc.)
63.02.40.00	Tablecloths (knitted)
63.02.51.00	Tablecloths (cotton)
63.02.53.00	Tablecloths (synthetic fibres)
63.02.59.00	Other
	Towels
63.02.60.11	Sets of towels
63.02.60.12	Towels (less than 50 cm.)
63.02.60.13	Towels (between 50 and 60 cm.)
63.02.60.14	Towels (between 60 and 160 cm.)
63.02.60.19	Others
	Curtains
63.03.12.00 and 63.03.19.00	Curtains (knitted)
63.03.91.00	Curtains (cotton)
63.03.92.00	Curtains (Synthetic fibres)
63.03.99.00	Other
	Blankets and Bedspreads
63.01.20.00	Blankets (wool)
63.01.30.00	Blankets (cotton)
63.01.40.00	Blankets (synthetic fibres)
63.01.90.00	Other blankets
63.04.11.00	Bedspreads (knitted)
63.04.19.00	Other bedspreads

[3] *The HS codes under each type of leather product is classified correspond to the Custom tariff classification defined by the Chilean Customs and in force from January 1, 2017. In some cases, they may not coincide with the codes used in India.*

2.1 Imports

In 2016, total imports of the home textile products analysed in this survey accounted for US$ 122.8 million (CIF value). Main imports correspond to bed sheets (32.8%), followed by towels (27.8%) and Curtains (18.5%). See chart below.



Source: Chilean Customs Statistics

2.1.1 Imports by type of product

2.1.1.1 Bedsheets

About 85% of total bed sheet imports correspond to those manufactured of synthetic fibres.Imports of these latest have been increasing in the last 5 years, reflecting importers trend toward lower cost products, in line with recent year´s economy slowdown. In fact, the average import price of this category has decreased 19% within the last 5 years. See chart below.

Total bed sheet imports (in US$ CIF)

HS chapter/code	2012	2013	2014	2015	2016
63.02.21.10	6.816.166	4.670.137	6.270.089	5.346.746	5.925.226
63.02.22.10	16.036.357	21.531.231	22.634.568	20.225.998	19.200.154
63.02.32.10	14.382.454	14.830.175	15.437.790	11.780.440	15.152.139
Total	**37.234.977**	**41.031.542**	**44.342.446**	**37.353.184**	**40.277.519**

Source: Chilean Customs Statistics

2.1.1.2 Tablecloths

Main tablecloth imports correspond to products manufactured of synthetic fibres (49%), closely followed by those made of cotton (40%). See chart below.

Total tablecloth imports (in US$ CIF)

Hs chapter/code	2012	2013	2014	2015	2016
63.02.40.00	292.507	214.235	229.959	340.154	383.218
63.02.51.00	3.226.940	3.169.995	2.888.923	2.737.946	2.403.433
63.02.53.00	3.383.236	4.214.753	3.879.244	3.306.417	2.923.539
63.02.59.00	396.126	310.936	406.677	359.482	249.273
Total	**7.298.809**	**7.909.918**	**7.404.804**	**6.744.000**	**5.959.463**

Source: Chilean Customs Statistics

It is worth mentioning that total imports of textile tablecloths have been decreasing within the last 2 years, consistently with economy slowdown.

This decrease is also consistent with the fact that consumers are tending to prefer other materials different from textiles to dress their tables, because of fashion (i.e. faux leather placemats) or of convenience (i.e. vinyl tablecloths to avoid tablecloth washing or paper napkins that can be thrown away). Quality and aesthetics of these alternative materials have significantly improved, allowing their usage even in formal occasions.

2.1.1.3 Towels

Main imports correspond to bigger-size towels (longer size measuring between 60 and 160 cm.). These are the most used towels in households (for shower and bath) and for holidays (beach, swimming pool). They represent almost 62.3% of total.

Total towelimports (in US$ CIF)

Hs chapter/code	2012	2013	2014	2015	2016
63.02.60.11	6.794.993	6.906.108	5.966.151	5.509.088	4.807.987
63.02.60.12	1.614.822	2.233.800	2.143.234	1.336.488	1.542.304
63.02.60.13	928.900	1.218.164	1.207.473	700.813	1.017.374
63.02.60.14	22.517.609	20.738.585	22.956.168	20.925.183	21.284.625
63.02.60.19	3.797.340	5.353.704	6.191.459	5.296.887	5.520.778
Total	**35.653.664**	**36.450.361**	**38.464.485**	**33.768.457**	**34.173.068**

Source: Chilean Customs Statistics

Total imports have fluctuated between US$ 33.7 and 38.5 million in the last 5 years. In the same period, the unitary import price has decreased from US$ 7.83 to 6.54 per kilogram (-19.7%). This decrease reflects that importers are looking for cheaper products (i.e. made of lower quality materials) to better satisfy the demand of a growing group of cost-conscious consumers in a period of economy slowdown.

2.1.1.4 Curtains

Main imports correspond by far to curtains manufactured with synthetic fibres, representing 84.7% of total. See chart below.

Total curtain imports (in US$ CIF)

Hs chapter/code	2012	2013	2014	2015	2016
63.03.12.00 / 63.03.19.00	1.997.165	3.324.159	3.002.036	2.884.606	2.129.372
63.03.91.00	1.909.600	1.473.481	1.991.581	1.260.018	1.047.678
63.03.92.00	14.500.539	18.224.390	19.805.682	19.625.115	19.303.438
63.03.99.00	246.668	354.743	270.145	196.587	153.607
Total	**18.653.973**	**23.376.772**	**25.069.445**	**23.966.326**	**22.783.407**

Source: Chilean Customs Statistics

Total curtain imports have shown a growing trend within the last years, mainly due to the fact that consumers are buying readymade curtains, instead of tailor-made ones because they are less expensive and are available immediately.

2.1.1.5 Blankets and Bedspreads

Main imports correspond by far to blankets manufactured with synthetic fibres, representing 84.5% of total. See chart below.

It is important to mention that from 2010 on, some local blanket manufacturers decided to close their plants or reduce the size of their production, because they were not able to compete with imported products (especially with the ones coming from Asia). They started to import totally or partially the products they commercialize. Subsequently, imports increased importantly from 2013 on, but decreased again

Total blanket and bedspread imports (in US$ CIF)

Hs chapter/code	2012	2013	2014	2015	2016
63.01.20.00	300.985	859.648	362.889	389.240	488.566
63.01.30.00	1.802.203	2.378.042	1.572.574	1.712.363	1.568.679
63.01.40.00	13.588.774	15.468.720	21.418.209	18.072.523	16.600.654
63.01.90.00	132.819	180.512	388.881	217.423	94.929
63.04.11.00	135.124	150.192	485.673	196.135	66.148
63.04.19.00	986.262	1.418.588	1.184.225	870.274	833.678
Total	**16.946.167**	**20.455.703**	**25.412.450**	**21.457.959**	**19.652.653**

Source: Chilean Customs Statistics

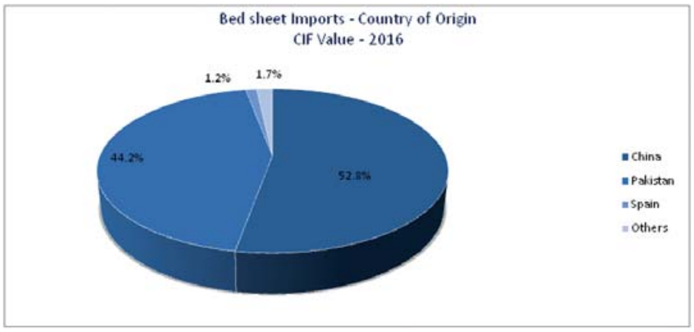
from 2015, consistently with the economy slowdown (as same as in the case of above textile products analysed in this survey).

2.1.2 Imports by country

2.1.2.1 Bed sheets

In 2016, almost 97% of bed sheet imports came from two countries: China (52.8%) and Pakistan (44.2%).

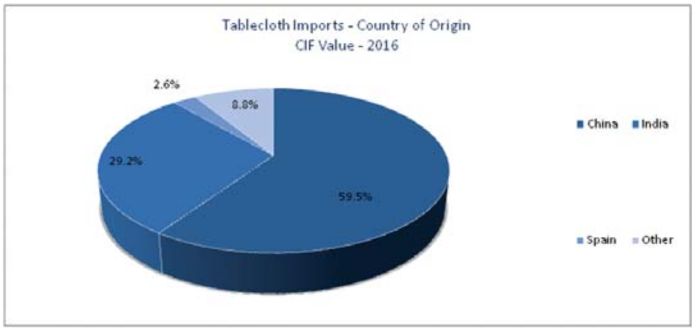
Imports from India are not very significant. In the last 5 years, they fluctuated between US$ 105 and 266 M, representing less than 1% of total imports each year. In 2016, they accounted for US$ 105 M and ranked in seventh position, representing 0.26% of total bed sheet imports



Source: Chilean Customs Statistics

2.1.2.2 Tablecloths

In terms of value, most tablecloth imports come from China (59.5%) and India (29.2%). See chart below.

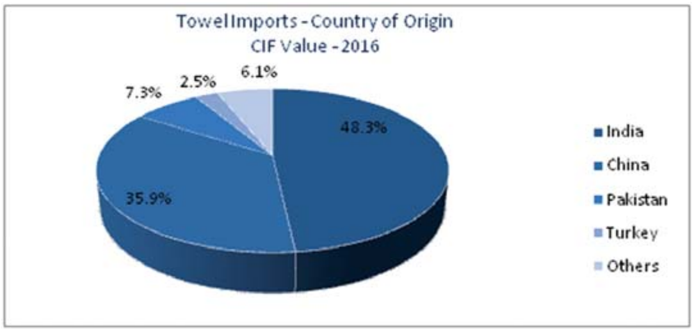


Source: Chilean Customs Statistics

It should be noted that tablecloth imports from India have been decreasing within the last 5 years, in terms of volume and value, while China is increasing. They decreased from US$ 2.7 million (representing 37.1% of total)in 2012 to US$ 1.7 million in 2016.

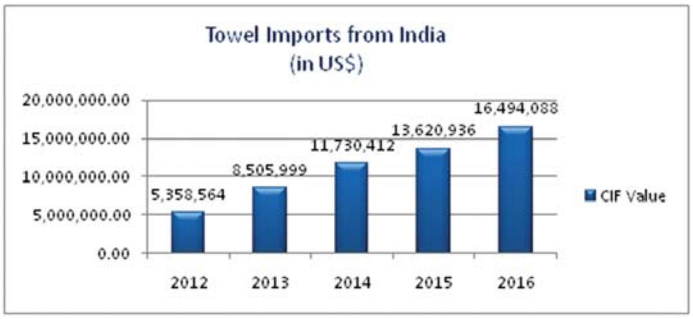
2.1.2.3 Towels

In terms of value, main countries of origin of tablecloth imports are India (48.3%), followed by China (35.9%) and Pakistan (7.3%). See chart below.



Source: Chilean Customs Statistics

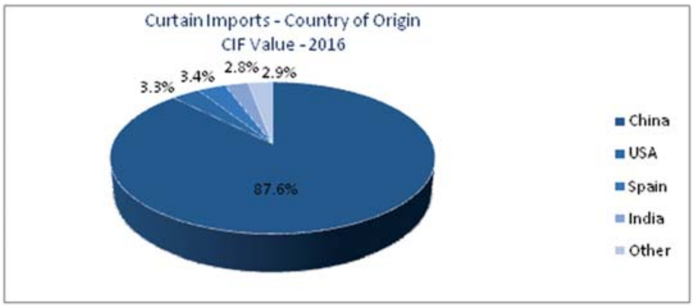
Towel imports from India have had an impressive performance within the last 5 years, passing from the third position in 2012 (after China and Pakistan) to the first one in 2016. Towel imports from India represented 15.0% of total in 2012, while in 2016 they accounted for 48.3%. Evenmore, they have more than tripled in the last 5 years in terms of value and quadrupled in terms of volume. See chart below.



Source: Chilean Customs Statistics

2.1.2.4 Curtains

In terms of value, curtain imports come by far from China (87.6%). See chart below.

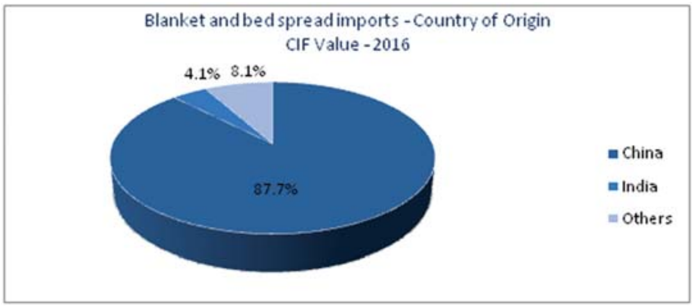


Source: Chilean Customs Statistics

Curtain imports from India rank in forth position with US$ 632 M, representing 2.8% of total. Within the last 5 years, import values have fluctuated between US$ 1.093 and $ 632 M, and between 4.4 and 2.8% of share.

2.1.2.5 Blankets and Bedspreads

In terms of value, blanket and bed spread imports come by far from China (87.7%), followed by India (4.1%). See chart below.



Source: Chilean Customs Statistics

2.1.3 Imports by company

2.1.3.1 Bed sheets

In 2016, almost 230 Chilean companies imported bed sheets. From them, the 8 main companies gathered around 68% of total imports in terms of value and 59% of total in terms of volume.

Bed Sheet Imports by Company – 2016 (CIF Value)

COMPANY	VOLUME (in KG)	VALUE (US$ CIF)
X	1.738.300	11.276.493
REPRESENTACIONES CANONTEX LTD	582.874	4.063.906
FALABELLA RETAIL S.A.	364.545	2.874.705
CENCOSUD RETAIL S.A.	457.091	2.847.951
WALMART CHILE S.A.	454.559	2.405.903
EMPRESAS LA POLAR S.A.	268.394	1.516.590
COMERCIAL ECCSA S A (RIPLEY)	134.824	1.169.626
DISTRIB. DE INDUSTRIAS NACIONALES	203.428	1.058.495
OTHER	2.958.417	13.063.851
Total	**7.162.432**	**40.277.519**

Source: Chilean Customs Statistics

The chart shows main bed sheet importers in 2016. The second main importer is Representaciones Canontex (the local representative of the multinational Cannon). It is important to note that the rest of the main 8 importers are department stores, home improvement stores and/or supermarket chains importing under their own private labels.

Note that the main importer ranked in the first position is identified with an “X”. This is when companies expressly request Chilean Customs not to reveal their names, in accordance to Personal Data Protection Law. Nevertheless, analysing the brands under which products are imported, there are good chances that the “X” corresponds to at least 3 companies: Cannon (importing under a company name different from Representaciones Canontex), Comercial Doral (a local company) and Home Collection (an Argentinian company which commercialize their products through the home improvement store Sodimac). Given this, it is possible to estimate that Cannon brand has at least an half of the market.

2.1.3.2 Tablecloths

In 2016, almost 244 Chilean companies imported tablecloths.From them, the 8 main companies gathered around 56% of total imports in terms of value and 36% of total in terms of volume.

Tablecloth Imports by Company - 2016 (CIF Value)[4]

COMPANY	VOLUME (in KG)	VALUE (US$ CIF)
MATRIZ IDEAS S A	125.469	951.819
X	134.769	908.829
WALMART CHILE S.A.	88.947	403.008
CENCOSUD RETAIL S.A.	38.832	280.806
SODIMAC S.A.	22.014	264.680
ZARA HOME CHILE SPA	10.814	204.525
FALABELLA RETAIL S.A.	15.764	180.190

Source: Chilean Customs Statistics

The chart shows main tablecloth importers in 2016. The main one is Matriz Ideas (known as Casa&Ideas), representing 16% of total. The rest of the main 8 importers are department stores, home improvement stores, textile specialists and/or supermarket chains importing under their own private labels.

In this case, the second main importer (identified with an X) could correspond to Comercial Doral (a local company) and to Home Collection and Casa Bonita (2 Argentinian companies which commercialize their products through the home improvement store Sodimac).

2.1.3.3 Towels

In 2016, almost 346 Chilean companies imported towels. From them, the 8 main importers represented about 70% of total imports in terms of value and 66% of total in terms of volume.

[4] *Importer identified with an “X” corresponds to companies that expressly requested Chilean Customs not to reveal their names, in accordance to Personal Data Protection Law.*

Towel Imports by Company – 2016 (CIF Value)[5]

COMPANY	VOLUME (in KG)	VALUE (US$ CIF)
WALMART CHILE S.A.	1.480.676	9.184.333
CENCOSUD RETAIL S.A.	727.719	5.536.888
FALABELLA RETAIL S.A.	305.325	2.479.794
X	228.663	1.598.453
REPRESENTACIONES CANONTEX LTD	207.081	1.493.158
MATRIZ IDEAS S A	184.079	1.435.825
COMERCIAL ECCSA S A	189.480	1.319.054
EMPRESAS LA POLAR S.A.	102.702	821.274
OTHER	1.798.832	10.304.289
Total	**5.224.557**	**34.173.068**

Source: Chilean Customs Statistics

As same as in the case of previous products, main importers correspond to department stores, home improvement stores, textile specialists and/or supermarket chains importing under their own private labels.

In this case, the forth main importer (identified with an X) could correspond to Cannon (importing under a company name different from Representaciones Canontex) and to the Argentinian companies Home Collection and Casa Bonita, among others.

2.1.3.4 Curtains

In 2016, almost 230 Chilean companies imported curtains. From them, the 8 main importers represented about 66% of totalin terms of value and 53% of total in terms of volume. See chart below.

Curtain Imports by Company – 2016 (CIF Value)[6]

COMPANY	VOLUME (in KG)	VALUE (US$ CIF)
X	935.297	5.801.832
SODIMAC S.A.	340.892	2.420.699
MATRIZ IDEAS S A	379.830	2.393.357
EASY RETAIL S.A.	207.569	1.779.585
JOSE MORENO Y CIA LTDA (CHANTILLY)	181.560	959.470
BANDALUX CHILE S.P.A.	42.232	677.364
MERIGGI TELAS LIMITADA	101.840	498.089
PERSIANAS ANDINAS (HUNTER DOUGLAS)	24.737	461.164
OTHER	2.002.957	7.791.747
Total	**4.216.914**	**22.783.407**

Source: Chilean Customs Statistics

Main curtain importers are home improvement stores and textile specialists. Among these latest are Bandalux and Persianas Andinas, which are specialized in textile blinds and shades.

[5] *Importer identified with an "X" corresponds to companies that expressly requested Chilean Customs not to reveal their names, in accordance to Personal Data Protection Law.*

[6] *Importer identified with an "X" corresponds to companies that expressly requested Chilean Customs not to reveal their names, in accordance to Personal Data Protection Law.*

In this case and analysing brands imported, the main importer (identified with an X) could correspond to Comercial Doral and to Home Collection and Casa Bonita, among others.

2.1.3.4 Blankets and Bedspreads

In 2016, about 385 Chilean companies imported blankets and bed spreads. From them, the 8 main importers represented about 60% of total in terms of value and 55% of total in terms of volume. See chart below.

Blanket and Bedspread Imports by Company – 2016 (CIF Value)[7]

COMPANY	VOLUME (in KG)	VALUE (US$ CIF)
X	768.396	3.287.270
WALMART CHILE S.A.	584.627	3.256.953
HIPERMERCADOS TOTTUS SA	238.457	1.428.099
CENCOSUD RETAIL S.A.	201.889	935.947
TEXTILES ZAHR S.A.	465.831	898.795
FALABELLA RETAIL S.A.	102.993	802.699
RENDIC HERMANOS S A (UNIMARC)	102.071	587.286
COMERCIAL ECCSA S A	76.137	585.671
OTHER	2.042.373	7.869.932
Total	**4.582.774**	**19.652.653**

Source: Chilean Customs Statistics

Similarly to above cases, main blanket and bed spread importers are home improvement stores, department stores, textile specialists and supermarket chains.

In this case, the main importer (identified with an X) could correspond to Cannon (importing under a name different from Representaciones Canontex), Comercial Doral, Home Collection and Casa Bonita, among others.

2.2 Exports

Given that Chile is not a strong textile product manufacturer, exports are not significant. Most of them correspond to small volumes of the few existent local manufacturers and to re-exports to other Latin American countries.

—to be continued in the next Edition.

(Courtesy: Embassy of India, Santiago, Chile)

[7] *Importer identified with an "X" corresponds to companies that expressly requested Chilean Customs not to reveal their names, in accordance to Personal Data Protection Law.*

Report on Visit of Chairman to Sweden & Denmark

Council organised participation of 52 member exporters in Heimtextil 2018 held at Frankfurt Germany during 9-12 January 2018 under Market Access Initiative Scheme of Ministry of Commerce and Industry, Govt. of India.

A Ministry level delegation under the leadership of Smt. Smriti Zubin Irani, Hon'ble Minister for Textiles and Information & Broadcasting, Govt of India visited Heimtextil held at Frankfurt during 9-12 January 2018. The delegation had Shri. V.Kumar, Chairman, HEPC, Chairmen of TEXPROCIL & EPCH and The Development Commissioner (Handlooms) as its members.

Visit to Sweden:

On the side lines of visit to Heimtextil, Shri. V.Kumar, Chairman, HEPC visited Embassy of India, Sweden on 08-01-18 and met Ms. Monika Kapil Mohta, Ambassador, Embassy of India. The Chairman had meeting with the Ambassador in connection with organising Trade delegation to Sweden. The Ambassador had assured necessary cooperation for organising this event. The Chairman also met Shri. Mukesh Kaushik, Second Secretary (Commerce) and discussed the subject.

During the meeting, Indian Mission had sought the following information from Council for organising Trade delegation

- Composition of the delegation (it is proposed to have a mixed group of delegation members covering all product groups such as Kitchen linen, table linen, Bed Linen, Living and toilet Linen)
- profile as well as product details of participants
- time-frame for the visit
- Details of the Swedish companies and importers with whom HEPC members are already doing business

The BSM could be organized in Stockholm and Gothenburg with special focus on the site meeting with the local Swedish business partners.The probable time of visit could be around end May to 1st week of June 2018. As a single point of contact, they also nominated an official Ms.Manju.

Visit to Denmark:

In the second leg of his visit, the Chairman visited Embassy of India, Denmark on 12-01-2018 and had a meeting with Shri. Ajit Gupte, Ambassador, and Shri John H.Ruolngul, Counsellor. Discussion was held in similar line and it has been proposed to have 2 days one to one meeting event in Copenhagen. The officials assured necessary cooperation in organising the event

Shri. Ashok K Polur, Commercial and Marketing Officer was identified by Indian Mission as single point of contact for organising this event

During the meeting, Indian Mission had sought the following information from Council for organising Trade delegation

- Composition of the delegation (it is proposed to have a mixed group of delegation members covering all product groups such as Kitchen linen, table linen, Bed Linen, Living room textiles and toilet Linen)
- profile as well as product details of participants
- time-frame for the visit
- Details of the Denmark based companies and importers with whom HEPC members are already doing business

WHO's NEXT FAIR (January 2018) AT A GLANCE

Name of the fair	:	Who's Next
Organizer	**:**	**WSN Development**
Venue	:	Hall - 3, Parc Des Expositions – Porte De Versailles, Paris
Duration	:	4 days (19 -22 January 2018)
No. of exhibitors through HEPC	:	11

HIGHLIGHTS OF THE FAIR AS REPORTED BY THE FAIR AUTHORITIES:

No. of Indian Exhibitors	:	Nearly 100
Exhibitors from	:	France, Italy, Greece, Germany, India, China, Colombia, Argentina, Canary Islands, Portugal, Japan, Turkey, Spain, Indonesia, UK, United States, South Korea, Thailand, Madagaskar, Morocco, Denmark, Brazil, The Netherlands, Mexico, Vietnam, Hong Kong, Philippines, Poland, Mauritius, Equator, Belgium, Switzerland, Nigeria, Tunisia, Sweden, Israel, Austria, Hungary, Serbia, Bulgaria, Pakistan, Croatia, Ghana, Pays-Bas, Romania, Slovakia, Taiwan, Uruguay, Guatemala, Lituania, Australia, Canada, Ireland, Nicaragua, Norway, Czech Republic, Russia, Singapore, Saudi Arabia, UAE, Lebanon, Malaysia, Monaco
Products	:	Textile Accessories, Scarves Jewellery, Beauty, Belts, Hats, Socks, Shoes, Ties, Polish Concept, Gloves, Underwear, Glasses, Watches, Multi Accessories, Design, Umbrellas, Fragance, Bags, Luggage, etc.

PARTICIPANTS FEED BACK:

Products displayed	:	Scarves, Stoles, Shawls, Hand beaded bags, Cotton Bags, Fashion Accessories, Pareos, Bandana, Garments, etc.
Products of interest shown by buyers	:	Scarves, Stoles, Shawls, Bags, Ladies garments, Jewellery, etc.
No. of visitors	:	278
Spot orders	:	INR 3,63,05,000/-
Enquiries generated	:	INR 5,06,55,000/-

PREFACE:

WHO's NEXT, a bi-annual event, was held from 19 – 22 January 2018 at Porte de Versailles, Parc des Exposition, Paris, France. Who's Next trade show brought together French and International ready-to-wear collections across 5 different areas: FAME, PRIVATE, TRENDY, URBAN, STUDIO. The fair is being organized by M/s.WSN Development in Paris mainly focusses on fashion accessories products such as scarves, stoles, shawls and other similar fashion items.

About the Event:

More than 20 years after its creation, WHO'S NEXT has become the leading international fashion trade show for womens wear in Europe. In January and September, the event welcomes 50,000 visitors through its doors at the Porte de Versailles Exhibition Centre in Paris, with around 700 French and international ready-to-wear brands there for them to discover.

FAME 200 brands: For 10 years running, designers and brands, from undiscovered to world-famous, reach out to international buyers.

PRIVATE – 175 brands: A selection of creative womens wear brands with strong commercial potential and international renown.

TRENDY – 85 brands: Womens wear collections that capture the spirit of the times at affordable prices.

URBAN – 65 brands: Brands with a mix of denim and streetwear.

STUDIO – 175 brands: Must-have women's ready-to-wear pieces regrouped by brand.

ABOUT FRANCE & ITS ECONOMIC POLICIES:

France has the world's sixth-largest economy by nominal figures and the ninth largest economy by PPP figures. It has the third-largest economy in Europe with Germany and the UK in 1st and 2nd. OECD is headquartered in Paris, the nation's financial capital. The chemical industry is a key sector for France, helping to develop other manufacturing activities and contributing to economic growth. France's tourism industry is a major component of the economy, as France is the most visited destination in the world. Sophia Antipolis is the major technology hub for the economy of France. In 2010, Credit Suisse's Global Wealth Report ranked France the wealthiest European country with 2.6 million dollar-millionaires, and the world's 4th wealthiest nation in aggregate household wealth. According to the IMF, in 2013, France was the world's 20th country by GDP per capita with $44,099 per inhabitant. In 2013, France was listed on the United Nations's Human Development Index with 0.884 (very high human development) and 25th on the Corruption Perceptions Index.

After the turn of the millennium, wealth per adult grew very strongly in France, tripling in value between 2000 and 2007. France's economy entered the recession of the late 2000s later and appeared to leave it earlier than most affected economies, only enduring four-quarters of contraction. However, France experienced stagnant growth between 2012 and 2014, with the economy growing by 0% in 2012, 0.8% in 2013 and 0.2% in 2014, though growth picked up sharply in Q1 2015, as the economy expanded by 0.7%, and the forecast for the year 2015 are 1,2 for the IMF and 1,7 for the French government, the highest since 2011

TREND OF HANDLOOM PRODUCTS EXPORT TO FRANCE:

Products such as Stoles, Scarves, Shawls and other related items are falling under Fashion accessories product segment and grouped under Clothing accessories category as per ITC HS codes. As per DGCI&S data, the export of handwoven products to France has steadily increased from Rs.58.39 crore (2011-12) to Rs.97.24 crore (2016-17). Among various products in the export basket of Handloom products, Floor Coverings and Clothing Accessories have shown steady growth.

HEPC's PARTICIPATION IN WHO's NEXT FAIR:

HEPC is regularly participating in this fair, since 2010. HEPC was allotted a total space of 125 sq.mtrs. at Hall No.3. 11 member exporters participated through Council without grant. Other than HEPC's member participants, members of Indian Silk Export Promotion Council and few other Indian exhibitors also participated directly, and exhibited in the same hall. Most of Indian Exhibitors were allotted booths in Hall No.3 and the remaining Indian exhibitors, who participated directly, were accommodated at Hall No.4.

As per the feed back received from the participants, first two days were the highlight of the fair, and most of the participants had visitors and received sport orders & serious enquiries. The flow of the visitors during the last two days were less, when compared to previous days. However, most of the participants are happy with the overall outcome of the event. As per the report from participants, buyers from France, Germany, UK, Morocco, Poland, Japan, Thailand, Spain, Greece, etc., visited their booth. It was informed that the buyers who visited participant booths were looking for the products with High quality, New design, low price and timely delivery.

As per their feed back, the participants had about 278 visitors, spot order worth Rs.3.63 crore and business enquiries worth Rs.5.06 crore were generated. Most of them expressed their desire to participate next edition of Who's Next, September 2018 through Council.

Council had put up a central promotion booth, wherein promotional materials like Handloom Atlas, IHB leaflet and General brochure, list of member participants in Whos Next, were placed. Council's official explained about Indian Handloom Brand to the visitors and also visited the booths of the direct participants and encouraged them to enroll their firms with HEPC, so that a better presentation could be made in future.

Overall support extended by the fair authority during the event was excellent. The next edition of Who's Next fair (Summer) will be held during 7-10 September, 2018 at Paris, France.

CONCLUSION:

Who's Next is one of the most prestigious fairs for fashion accessories in Paris France. As per the feedback received from participants, most of the exhibitors wants to participate in both editions (Summer & Winter) of this event through Council.

Shri.S.Ramesh, Senior Executive, represented the Council, and coordinated the participation of member participants during the fair.

- *S. Ramesh, Senior Executive*

HEPC participation in Pure London / Pure Origin 2018

Pure London is a collective of buyers, influencers, retail and trend experts, dynamic brands and media curators from over 64 countries. For morethan 20 years, Pure London is successful premium Gathering twice a year in London, it is UK's definitive fashion tradeshow for premium, fashion-forward, trendsetting brands and designers from around the world.

Pure London is the UK most successful fashion trade show attracting over 1,000 brands and 10,000 visitors including all the key UK retailers including Harrods, Selfridges, Debenhams, M&S, ASOS, Topshop, Forever 21, House of Fraser, Harvey Nichols, The Dressing Room and many more on every year basis.

It is being organised by fair authority - Ascential Events is an international business-to-business media company with a focused portfolio of large scale exhibitions, congresses and festivals. Our product lines include the prestigious Cannes Lions International Festival of Creativity, the world's premier market leading payments and financial services innovation congress Money20/20, the UK's largest trade show Spring Fair International and the award-winning education technology show Bett.Ascential powers the global trend forecasting service WGSN, e-commerce analytics providers One Click Retail and Clavis, the prestigious Cannes Lions festival for the branded communications industry, the world's premier payments and financial services congress Money20/20 and MediaLink, the strategic advisory and business services firm. Ascential's premium products enable focus, growth and value for stake holders.

Pure Origin, first edition is taking place alongside Pure London during 2018 Jan edition, will be the biggest UK sourcing event with an edited selection of apparel and accessories manufacturer from around the world, the only show in collaboration with WGSN and COLORO and the only show giving the opportunity to manufacturers to meet both retailers and brands under the same roof.

With over 11,000 high-calibre visitors attending each season to source from over 800 brands, exhibitors are in a prime position to sell to and forge relationships with independent boutiques, multiples, department stores and online stores.

Prominent fashion brands & Main Key retailers include Fenwick, Harrods, Liberty, Asos, Cocosa, Bottega, The Dressing Room and John Lewis were participated as exhibitors during Pure London -2018

Pure London is an order writing tradeshow with over 82% of visitors either directly responsible or influential in purchasing decisions. 52% of visitors intend to spend more than a quarter of their annual budget with brands they meet at Pure London. As per the preliminary report from fair authority around 11,000 trade visitors from 64 countries visited Pure London/ Pure origin 2018 event and experienced design innovation from about 975 exhibitors at this event.

Held in the heart of London alongside Pure London and Pure Man, Pure Origin is the gateway for international manufacturers to break into the UK market, meet with thousands of visitors from the fashion retail ecosystem and be a part of a market whose growth rate is leading across Europe.

Pure Origin will offer a unique opportunity for connected and efficient business by facilitating easy access to global suppliers and fuelling networking and trade. Over 60 manufacturers from around the world will be exhibiting, including Handloom Export Promotion Council members from India, IMPROMUNDI from MOROCCO, Confenix, LaGofra and Ribeiro & Matos from Portugal. While an upsurge in British manufacturing is reflected in a strong UK contingency at the show with Oxford Blue, LS Manufacturing Ltd, Gil Design Studio, Kalopsia Collective and Be Fab Be Creative UK showing.

Importance of UK market for Indian Exporters:

- It is to be noted that UK being the main fashion market, its sales is around 53.5 billion UK pounds which is almost three times larger than the other main European market like French or Germany.
- It is aimed that it will grow to 57.7 billion UK pounds and rate of growth is 28% which is five times bigger than France and three times bigger than Germany.

HEPC participation:

Pure London event have been Council participated along with seven exporters as trial basis on self-sustainable basis without any ministry grant. Exporters shown keen interest to participate in this fair.

- As per the feedback from HEPC participants, spot order worth Rs.0.73 crore and business enquiries worth Rs.1.87 crore were generated by the seven participants under the aegis of HEPC.
- About 137 visitors visited the stalls of HEPC participants.
- Apart from HEPC, there were around 10 direct Indian participants/exporters who had put up stalls taken directly from fair authority at much higher cost than HEPC cost.
- We could able to get very much discounted stall rent with more than 50% discount for our members
- India is the 6th largest participant in this event next to China, Portugal, Turkey, Portugal, and Morocco etc in the Pure Origin segment meant for manufacturer /exporters.
- Space for participation was provided both as raw space and standard booth and all the HEPC participants took only standard booths.
- 8 participants including HEPC with an area of 90 sq.mtrs participated under standard booth category in INDIAN pavilion area.
- Manufacturers from UK, Portugal, Italy, Mauritius, Morocco, Turkey, and Pakistan were participating in PURE ORIGIN area.

Theme & activities of Pure London / Pure Origin:

Creativity and the feel-good factor reigned at Pure London with a celebration of global fashion while the key take away included sustainability, experimentation, personalisation, collaboration and newness. During the three day event at London Olympia, the UK's leading fashion trade show and most unmissable event for buying and inspiration, visitors shared their excitement at the refreshing mix of big brand names alongside emerging and exclusive designers echoing the comments from industry leaders throughout the seminar programme.

Buyers from stores and e-tailors including M&S, ASOS, Topshop, Choice, Fred Funk, Net-a-Porter, Fenwick, H&M, Next, Maureen Cookson, Pamela Shiffer, and The Dressing Room were treated to inspirational stand designs, with many brands re-creating a store environment to capture the imagination of visitors.

During the Pure London Display Awards held on Sunday evening brands were awarded for their visual merchandising and stand design. Julie Driscoll, Managing Director of Pure London said during the ceremony: “Brands make a huge effort to wow their buyers and their efforts have a massive impact on how the show looks and feels. We want take this opportunity to applaud your creativity and celebrate your amazing efforts.”

Judge and Visual Merchandiser David Anthony said of the overall Best in Show stand winner Rakish Heels: “The indulgent, colourful and eccentric vintage concept transformed this blank space into a well thought out and overall best fit out for the brand. A lesson in how to make your product stand out from the crowd. It popped!”

Pure London also provides an arena for networking which leads to creative and exciting collaborations. Mashizan Masjum, Creative Director of luxury footwear brand MASHIZAN met Ann Edwards from ethical handbag brand Mame Haku last season and they are now collaborating on an exclusive collection due to launch for AW18.

General feedback from exhibitors regarding business taken was positive with plenty of orders placed from stores across the UK and from countries including UAE, Qatar, Bahrain, Lebanon, Australia, Belgium, Brazil, France, Germany, Turkey, USA, and Ireland.

Rishi Som from trend led fashion brand Urban Bliss said: “Pure London is a great order writing show for us. We’ve seen a good mix of UK and international buyers and the energy in the Spirit section is high.”

Newly launched sourcing and manufacturing sector Origin had a high turn out from buyers from Burberry, Tesco, Sainsbury’s, Harvey Nichols and visitors raved about the educational content programme delivering key insights and driving the future agenda for fashion.

Jonathan Ivelaw-Chapman, CEO at non-profit organisation Sedex Global, will be discussing transparency in the supply chain on a global scale on Monday 12th. He says: “The advent of technology is now challenging the way in which we see the fashion and garment industry mobilise. The use of automation, and the demands of consumers to move to a more agile demand, means that different ways of manufacturing and sourcing are already being seen to impact. Anticipating the demand for investment and working out where the gaps in your supply chain are likely to appear during the next decade will be the biggest challenges affecting the fashion and retail industry.”

Widely regarded in the fashion industry, The Association of Suppliers to the British Clothing Industry (ASBCI), draws on the knowledge and connections of its members to offer support across many aspects of the clothing industry and supply chain. Chairman Alistair Knox, who will join a panel discussion on Tuesday 13th February exploring the pros and cons of UK manufacturing and re-evaluating the proposition of re-shoring manufacturing says: “The ASBCI is pleased to be able to support Pure London’s programme of expert seminars at Olympia this spring. As a trade association with particular strengths in management and technical aspects of the clothing supply chain, the ASBCI has a strategy of sharing knowledge and best practice for the benefit of the UK fashion industry.”

Further insights come from leading colour system business Coloro. Each day at the show, Head of Colour, Ann-Kristin Kassler and Colour Consultant Joanne Thomas, both from Coloro, will demonstrate how to win with colour. Thorsten Traugott, Managing Director at Coloro outlines the importance of colour accuracy: “Choosing the right colour is one thing; producing it accurately on your product is another and we understand the frustration and wasted cost in getting it wrong. Using codes and data to communicate colour makes for higher accuracy, faster. Knowing all your colours by code also means producers can optimise the number of colours they produce, saving wastage cost that today gets transferred onto the retail price. Coloro will help companies provide better products to consumers with less wastage.”

During 13th Feb 2018 Main Stage panel discussion on Sustainability:

2018’s Biggest Trend, Tamsin Lejeune from the Ethical Fashion Forum, Diana Verde Nieto from Positive Luxury and Dio Kurazawa from The Bear Scouts discussed the increased consumer engagement in product provenance and ethics, stating that reverse mentoring will see Millennials changing the boardroom agenda around fashion with sustainability no longer being ‘an option’ but critical for the fashion industry.

While Jonathan Ivelaw-Chapman from Sedex, inspired by the film Lion starring Dev Patel, urged brands during his talk on Achieving Transparency on a Global Scale to take to Google Earth to trace the origin of their products. The next edition of Pure London and Pure Origin takes place at London Olympia from 22nd – 24th July 2018. For more detailson next Pure Origin event, please visit www.purelondon.com.

Council official met various importers & their visiting card copies enclosed and taking the opportunity met Indian embassy officials at INDIA house to discuss future potential fair participation in other

The fair was coordinated by Shri.M.Sundar Murugesan, Joint Director, HEPC, Chennai.

Few stall photographs:

- *M.Sundar Murugesan, Joint Director*